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Audit Bureau of Circulations

# AUDIT REPORT: Magazine

## FAMILY CIRCLE
New York, New York

CLASS, INDUSTRY OR FIELD SERVED: A service magazine for contemporary women: helping them get more out of their many roles as wife, mother, homemaker, career person.

### 1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 1990:

| | | |
|---|---|---|
| Subscriptions: | | 2,130,798 |
| Single Copy Sales: | | 3,052,250 |
| AVERAGE TOTAL PAID CIRCULATION | | 5,183,048 |
| Advertising Rate Base | | 5,250,000 |
| Average Total Non-Paid Distribution | 89,316 | |

### 1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

| Region Number | Edition Name / Sub-Region Name | No. of Issues | Sub-Region Average Circulation | Edition Average Circulation |
|---|---|---|---|---|
| (1) | Los Angeles | (17) | | 394,998 |
| | 1A Los Angeles | (17) | 345,487 | |
| | 1B Phoenix | (17) | 49,511 | |
| (2) | San Francisco | (17) | | 219,485 |
| | 2A San Francisco | (17) | 167,330 | |
| | 2B Sacramento | (17) | 52,155 | |
| (3) | Seattle-Portland | (17) | | 197,490 |
| | 3A Seattle | (17) | 121,589 | |
| | 3B Spokane | (17) | 18,650 | |
| | 3C Portland | (17) | 57,051 | |
| (4) | Denver-Salt Lake City | (17) | | 157,252 |
| | 4A Denver | (17) | 109,967 | |
| | 4B Salt Lake City | (17) | 29,106 | |
| | 4C Billings | (17) | 18,189 | |
| (5) | Minneapolis | (17) | | 128,075 |
| | 5A Minneapolis | (17) | 108,581 | |
| | 5B Fargo | (17) | 19,494 | |
| (6) | Omaha-Des Moines | (17) | | 80,262 |
| | 6A Omaha | (17) | 15,742 | |
| | 6B Des Moines | (17) | 64,520 | |
| (7) | Kansas City-Oklahoma City | (17) | | 167,686 |
| | 7A Kansas City | (17) | 24,996 | |
| | 7B Oklahoma City | (17) | 51,012 | |
| | 7C Wichita | (17) | 91,678 | |
| (8) | Dallas-Houston | (17) | | 271,123 |
| | 8A Dallas | (17) | 160,451 | |
| | 8B Houston | (17) | 48,349 | |
| | 8C San Antonio | (17) | 33,841 | |
| | 8D Albuquerque | (17) | 30,482 | |
| (9) | Milwaukee-Green Bay | (17) | | 108,831 |
| | 9A Milwaukee | (17) | 67,360 | |
| | 9B Green Bay | (17) | 41,471 | |
| (10) | Chicago | (17) | | 258,007 |
| | 10A Chicago | (17) | 189,718 | |
| | 10B Champaign | (17) | 20,708 | |
| | 10C Quad Cities | (17) | 45,581 | |
| (11) | St. Louis | (17) | | 73,954 |
| (12) | New Orleans-Memphis-Birmingham | (17) | | 205,531 |
| | 12A New Orleans | (17) | 131,773 | |
| | 12B Memphis | (17) | 36,450 | |
| | 12C Birmingham | (17) | 37,308 | |
| (13) | Detroit-Grand Rapids | (17) | | 222,613 |
| | 13A Detroit | (17) | 91,643 | |
| | 13B Toledo | (17) | 88,213 | |
| | 13C Grand Rapids | (17) | 42,757 | |
| (14) | Cleveland | (17) | | 104,490 |
| (15) | Indianapolis-Louisville Nashville | (17) | | 216,608 |
| | 15A Indianapolis | (17) | 36,146 | |
| | 15B Fort Wayne | (17) | 22,459 | |
| | 15C Louisville | (17) | 123,912 | |
| | 15D Nashville | (17) | 34,901 | |
| (16) | Cincinnati | (17) | | 113,063 |
| | 16A Cincinnati | (17) | 46,241 | |
| | 16B Columbus | (17) | 66,842 | |
| (17) | Baltimore-D.C. | (17) | | 243,107 |
| | 17A Baltimore/D.C. | (17) | 197,866 | |
| | 17B Richmond | (17) | 45,241 | |
| (18) | Atlanta-Raleigh | (17) | | 241,945 |
| | 18A Atlanta | (17) | 142,690 | |
| | 18B Greenville | (17) | 35,360 | |
| | 18C Raleigh | (17) | 63,895 | |
| (19) | Miami-Jacksonville | (17) | | 233,905 |
| | 19A Miami | (17) | 41,811 | |
| | 19B Tampa | (17) | 124,215 | |
| | 19C Jacksonville | (17) | 67,879 | |
| (20) | Pittsburgh | (17) | | 129,504 |
| | 20A Pittsburgh | (17) | 103,578 | |
| | 20B Charleston | (17) | 25,926 | |
| (21) | Buffalo-Rochester Syracuse | (17) | | 126,932 |
| | 21A Buffalo-Rochester | (17) | 93,108 | |
| | 21B Syracuse | (17) | 33,824 | |
| (22) | Philadelphia-Binghamton | (17) | | 226,668 |
| | 22A Philadelphia | (17) | 188,664 | |
| | 22B Wilkes Barre-Binghamton | (17) | 38,004 | |
| (23) | Albany-Portland (ME) | (17) | | 107,367 |
| | 23A Albany | (17) | 79,547 | |
| | 23B Portland | (17) | 27,820 | |
| (24) | Boston-Providence | (17) | | 179,445 |
| | 24A Boston | (17) | 157,253 | |
| | 24B Providence | (17) | 22,192 | |
| (25) | New York | (17) | | 294,868 |
| (26) | Hartford-New Haven-Springfield | (17) | | 88,409 |
| | Canada (Non-Regional) | (17) | | 173,530 |
| | National (Non-Regional) | (17) | | 219,880 |

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## 2. PAID CIRCULATION BY ISSUES:

| 1990 Issue | | Subscriptions | Single Copy Sales | Total Paid | 1990 Issue | | Subscriptions | Single Copy Sales | Total Paid |
|---|---|---|---|---|---|---|---|---|---|
| Jan. | 9 | 1,638,915 | 3,648,033 | 5,286,948 | July | 24 | 2,142,811 | 2,967,686 | 5,110,497 |
| Feb. | 1 | 1,635,914 | 2,783,147 | 4,419,061 | Aug. | 14 | 2,355,473 | 2,879,178 | 5,234,651 |
| | 20 | 1,679,844 | 3,374,119 | 5,053,963 | | | | | |
| Mar. | 13 | 1,834,599 | 2,998,907 | 4,833,506 | Sept. | 4 | 2,429,355 | 2,868,486 | 5,297,841 |
| | | | | | | 25 | 2,430,456 | 2,395,477 | 4,825,933 |
| Apr. | 3 | 2,014,295 | 3,031,291 | 5,045,586 | Oct. | 16 | 2,431,273 | 2,918,314 | 5,349,587 |
| | 24 | 2,053,109 | 3,393,924 | 5,447,033 | | | | | |
| May | 15 | 2,122,001 | 2,607,812 | 4,729,813 | Nov. | 6 | 2,414,296 | 3,435,940 | 5,850,236 |
| | | | | | | 27 | 2,393,322 | 2,955,474 | 5,348,796 |
| June | 5 | 2,127,993 | 3,147,827 | 5,275,820 | Dec. | 18 | 2,414,298 | 3,481,925 | 5,896,223 |
| | 26 | 2,105,619 | 3,000,706 | 5,106,325 | | | | | |

AVERAGE PAID CIRCULATION BY QUARTERS for the previous three years and period covered by this report:

| Calendar Quarter Ended | 1987 | 1988 | 1989 | 1990 |
|---|---|---|---|---|
| March 31 | 6,236,800 | 5,934,167 | 4,783,639 | 4,898,370 |
| June 30 | 5,542,414 | 5,867,771 | 5,319,601 | 5,120,915 |
| September 30 | 5,103,589 | 5,838,231 | 5,337,665 | 5,117,231 |
| December 31 | 6,045,216 | 5,780,831 | 5,447,410 | 5,611,211 |

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 104,396 copies per issue deduction from paid circulation.

A Supplemental Data Report consisting of an analysis of circulation by counties for the November 6, 1990 issue was released July 8, 1991 for this publication. Data in that report have been verified as part of this audit.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

March, 1992

**Audit Bureau of Circulations**

(Family Circle, New York, NY - Page #2 - 04-0305-0 - #156076 - 383 - BPK)

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